

## Message Text

UNCLASSIFIED

PAGE 01 USBERL 00599 141628Z  
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00  
PA-02 SIL-01 USIA-15 /053 W  
-----103349 150229Z /13

R 141552Z MAR 78  
FM USMISSION USBERLIN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6438  
AMEMBASSY BONN  
AMCONSUL BREMEN  
AMCONSUL DUESSELDORF  
AMCONSUL FRANKFURT  
AMCONSUL HAMBURG  
AMCONSUL MUNICH  
AMCONSUL STUTTGART

UNCLAS USBERLIN 0599

E O 11652: NA  
TAGS: BEXP EALR EEWT GW WB  
SUBJ: TOURISM EXCHANGE AND BOAT AND LEISURE TIME EQUIPMENT FAIRS  
SUCCESSFUL

REF: FY-78 CCP

SUMMARY: INTERNATIONAL TOURISM EXCHANGE FAIR (ITB) AND BOAT,  
SPORTS AND LEISURE TIME SHOW (BSF) RAN CONCOMITANTLY IN WEST  
BERLIN, MARCH 4-12. BOTH WERE HIGHLY SUCCESSFUL, WELL-AT-  
TENDED SHOWS. THE UNITED STATES PARTICIPATED AT BOTH. THE  
UNITED STATES TRAVEL SERVICE (USTS) ASSISTED BY USBER, MOUNTED  
LARGE PAVILLION AT TOURISM EXCHANGE WHERE TRAVEL TRADERS DID  
BOOMING BUSINESS. USBER MOUNTED BUSINESS INFORMATION OFFICE  
(BIO) IN HALL 11 AT BOAT, SPORTING AND LEISURE TIME SHOW. (BSF).  
THIRTY-FIVE TO'S WERE COLLECTED AT BSF SHOW USING STROLLING  
SPRECHTAG TECHNIQUE. A HIGHLIGHT OF WEEK WAS BERLIN  
VISIT OF CALIFORNIA TRAVEL TRADE DELEGATION LED BY SAN  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 USBERL 00599 141628Z

FRANCISCO MAYOR, GEORGE R. MOSCONE. END SUMMARY.

1. USTS PAVILLION AT WEST BERLIN'S ITB ENJOYED EXCELLENT  
LAY-OUT WITH DISTINCT SEPARATION BETWEEN PUBLIC AND TRADE  
AREA. TRAVEL FILMS ON SEVERAL REGIONS OF UNITED STATES  
WERE SHOWN CONTINUOUSLY IN SECTION OPEN TO GENERAL VISITORS.  
UNITED STATES TRAVEL TRADERS (REPRESENTATIVES OF AIRLINES,

HOTELS, AND TOUR OPERATORS) DID BOOMING BUSINESS IN ROPED OFF SECTION ACCESSIBLE ONLY TO BUSINESS VISITORS. AREA EQUIPPED WITH WESTERN STYLE LOUNGE, MINI-OFFICES AND TELEX MACHINES. TOTAL SPACE COVERED MORE THAN 1,300 SQUARE METERS.

2. ATTRACTIONS OF ITB PAVILLION WERE LARGE REPLICA OF STAUER OF LIBERTY AT ENTRANCE, LIVE INDIAN CHIEF IN FULL DRESS AND COWBOYS FROM EL PASO, TEXAS. TOURISM PROMOTIONAL POSTERS DISPLAYED IN GENERAL INFORMATION BOOTHS AREA WON PRIZE FOR ORIGINALITY AND DESIGN.

3. VIP VISITORS OPENING DAY INCLUDED WEST BERLIN'S GOVERNING MAYOR, DIETRICH STOBBE, MAYOR AND ECONOMICS SENATOR, WOLFGANG LUEDER, AND BRITISH DELEGATION LED BY U.K. COMMANDANT IN BERLIN, GENEAL RICHARDSON. GOVERNING MAYOR STOBBE WAS PRESENTED WITH AUTHENTIC, HAND-MADE WESTERN HAT, A PAIR OF WESTERN COWBOY BOOTS MANUFACTURED IN EL PASO, TEXAS AND CERTIFICATE NAMING HIM HONORARY CITIZEN OF EL PASO.

4. ONE HIGHLIGHT OF ITB ACTIVITIES WAS MARCH 4-8 VISIT OF 23-MEMBER CALIFORNIA NON-IOGA TRAVEL TRADE MISSION FROM SAN FRANCISCO AND LOS ANGELES. DELEGATION WAS HEADED BY THE HONORABLE GEORGE R. MOSCONE, MAYOR OF CITY AND COUNTY OF SAN FRANCISCO. REPRESENTATIVES OF DELEGATION PAID VISIT TO UNITED STATES MISSION FOR BRIEFING BY MISSION OFFICER. WEST BERLIN SENATE GAVE LUNCHEON MARCH 7 HONORING MAYOR MOSCONE. CALIF-  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 USBERL 00599 141628Z

ORNIA GROUP HOSTED HIGHLY SUCCESSFUL SEATED DINNER FOR 500 TRAVEL TRADERS AND OTHER BUSINESSPERSONS AT BERLIN HILTON MARCH 7.

5. USBER'S CONCENTRATION OF BSF SHOW AT BIO DURING WEEK YIELDED 35 TONS IN BOAT, SPORTING AND LEISURE TIME EQUIPMENT, WITH POTENTIAL FOR MANY MORE. BSF SHOW IS MAJOR PROMOTIONAL VEHICLE FOR SUCH EQUIPMENT IN BERLIN MARKET. BSF SHOW COUNTED 125,569 VISITORS THIS YEAR; MAJORITY FROM THE TRADE. NOTEWORTHY FEATURE OF BOATING EXHIBITION WAS SUBSTANTIAL PARTICIPATION BY POLAND, WHICH PRESENTED IMPRESSIVE COLLECTION OF POLISH-MADE YACHTS.

6. MISSION BELIEVES BIO AT THIS SHOW WORTH EFFORT. STROLLING SPRECHTAG TECHNIQUE IS BEST APPROACH. BERLIN'S BSF, HOWEVER, IS DEFINITELY LOCAL SHOW FOR LOCAL MARKET; HENCE USBER WOULD NOT RECOMMEND MOUNTING US PAVILLION AT FUTURE SHOWS. BIO'S SHOULD CONTINUE.

7. MISSION BELIEVES POSSIBILITIES FOR FOREIGN BUYER PROGRAM PROMOTIONS AT USTS PAVILLION AT TOURISM EXCHANGE COULD BE USEFULLY EXPLORED. ALTHOUGH USTS FACING PROBLEMS OF ACCOMMODATING PARTICIPANTS, PERHAPS SMALL SPACE COULD BE MADE AVAILABLE FOR FOREIGN BUYER PROGRAM PROMOTION DESK AT 1979 ITB.

8. BERLIN FAIR AUTHORITY MADE PITCH AT TRAVEL FILM AWARD CERMONY MARCH 5 FOR ADDITIONAL AMERICAN ENTRIES IN THIS FILM COMPETITION NEXT YEAR. MISSION BELIEVES THIS COMPETITION COULD BE ANOTHER USEFUL WAY OF PROMOTING TRAVEL IN GERMAN MARKET.

9. COMMENT: OVERALL SUCCESS OF AMERICAN EFFORT AT 1978 TOURISM EXCHANGE DUE LARGELY TO EXCHANGE RATE AND BELIEF AMONG GERMANS THAT THEY THEREFORE CAN NOW AFFORD TO VISIT THE UNITED STATES. ONE WEST BERLIN PAPER SUMMED UP ATMOSPHERE WITH COMMENT QUOTE BERLIN-ERS RUSH AT CHEAP CHARTER FLIGHTS TO UNITED STATES UNQUOTE.GEORGE

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TOURISM PROMOTION  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978USBERL00599  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780114-0432  
**Format:** TEL  
**From:** USBERLIN  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780369/aaaacgcf.tel  
**Line Count:** 126  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 2f006ec7-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 15 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3331510  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TOURISM EXCHANGE AND BOAT AND LEISURE TIME EQUIPMENT FAIRS SUCCESSFUL  
**TAGS:** BEXP, EALR, EEWT, GE, WB  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/2f006ec7-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014